

1. Facebook
2. Newsletter
3. Twitter

Important: Be sure to include the Neighbors app download link and sample text codes only included below in all social media and other outreach materials involving the Neighbors app as a way to continuously drive app downloads and engagement.

F1. Facebook

We're excited to announce that the [agency name] has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

[Agency Name] will be using Neighbors to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.

Text **[TEXT CODE]** to 55555 or click here: **[SHORTENED LINK]** from your smartphone to download the app for free on i/Android and see what's happening in your neighborhood.

Attach Neighbors Image

F2. Newsletter

Subject: [Agency Name] has joined Neighbors by Ring

We're excited to announce that the [agency name] has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

[Agency Name] will be using Neighbors to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.

Text **[TEXT CODE]** to 55555 or click here: **[SHORTENED LINK]** from your smartphone to download the app for free on i/Android and see what's happening in your neighborhood.

Attach Neighbors Image

F3. Twitter

Neighbors aims to reduce crime in communities by connecting people, security cameras and law enforcement.

SAFE START – (SAFE) is The **Agency** today announced that it is joining the free Neighbors app by Ring to provide the **COMMUNITY** community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching, catching thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can text **SAFE2020** to 66888 from their smartphone to download the Neighbors app for free on iOS and Android and use the app to join their neighborhood, share crime and safety-related videos, photos and text-based posts, and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

Agency notes

James Bennett, Chief Inspector and Founder of Ring, said: "We're excited to have the **Agency** join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, often, neighbors, the Ring team and law enforcement all work together – we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the **COMMUNITY** community can stay on top of crime and safety alerts as they happen."

How to Work

- Text **SAFE2020** to 66888 or click here **SAFE2020** from your smartphone to download the app for free on iOS and Android.
- Click in to join your neighborhood.
- Customize the geographic areas you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a feed feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring's home security devices.
- Work with your community to make neighborhoods safer.

About Agency

Agency Information

About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood and use the app to view neighborhood activity, share crime and safety-related videos, photos and text-based posts, and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. For more information visit www.ring.com/neighbors

See how other departments utilize best practices for optimal results.

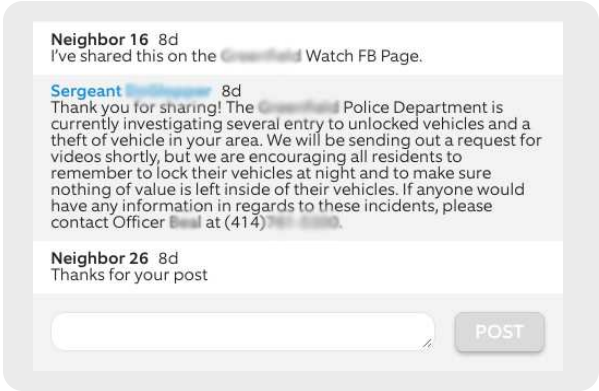
1 Commenting

Commenting on Neighbor Posts let's your community know your department is involved

Share updates on cases and trends in the area to let your community know you're taking action

Leave your name and direct contact information if you want more people to reach out with additional information

Remind neighbors to call or file a police report for suspicious videos



2 Posting Alerts

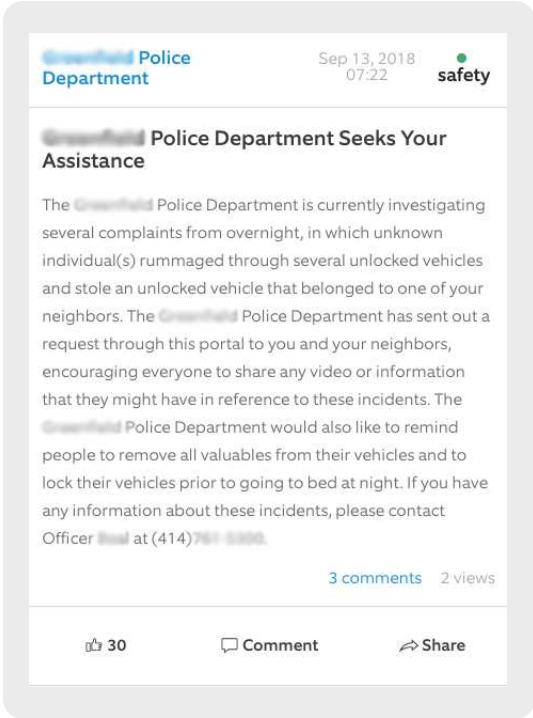
Allows you to post directly into the Neighbors Feed and notify users in real-time

Suggested Content: BOLOs, requests for identification, safety announcements

Give your Alert an engaging title
-Let the community know you need and want their help

Option to include a photo or video

Not recommended for social announcements such as upcoming events, retirements, promotions, etc.



See how other departments utilize best practices for optimal results.

3 Driving Neighbors App Downloads

Grow your audience to create a bigger impact when posting Portal Alerts

Social Media is the most effective way to drive Neighbors App downloads

Always include your agency's unique download link in all outreach posts and materials

-Downloads via your link will build credits for your department towards Ring devices to distribute to your community

Be creative: it can be a post, a video, contest, or email newsletter

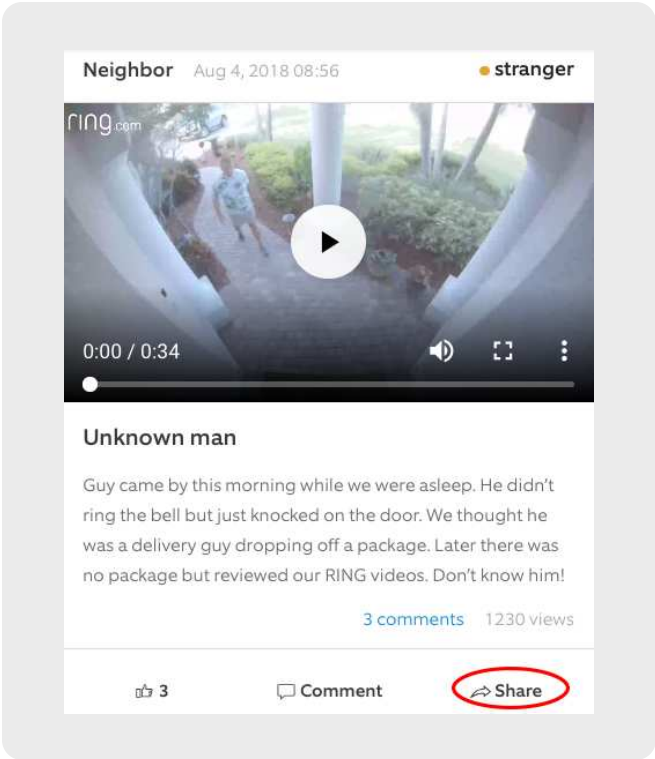


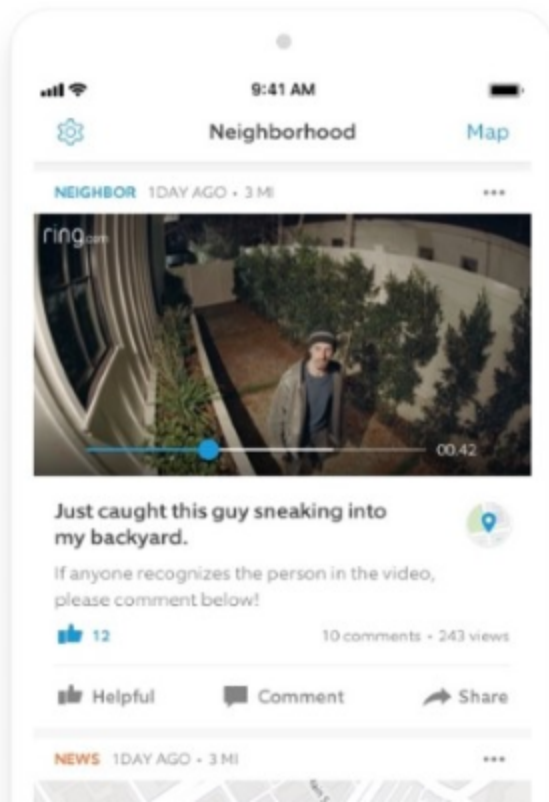
4 Sharing Neighbors Content

Identify a video shared by a neighbor into Portal of a crime being committed

Click "Share" in the bottom right corner to "copy link to clipboard"

Share onto Social Media pages





The New Neighborhood Watch







Neighbors

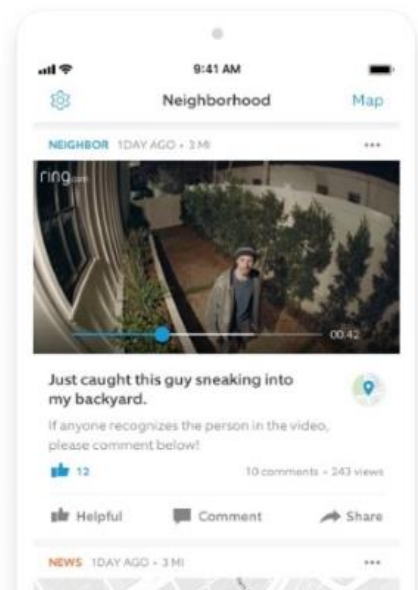
by Ring

#1: Facebook

We're excited to announce that Addison Police has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

Addison will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make Addison a safer community.

Text addisonil to 555888 or click here: download.ring.com/addison from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.



**The New
Neighborhood Watch**







Neighbors by Ring



Neighborhood Update
Suspect in Custody
32nd Street
6:36am



Neighborhood Alert
Suspicious Person
32nd Street
6:08am

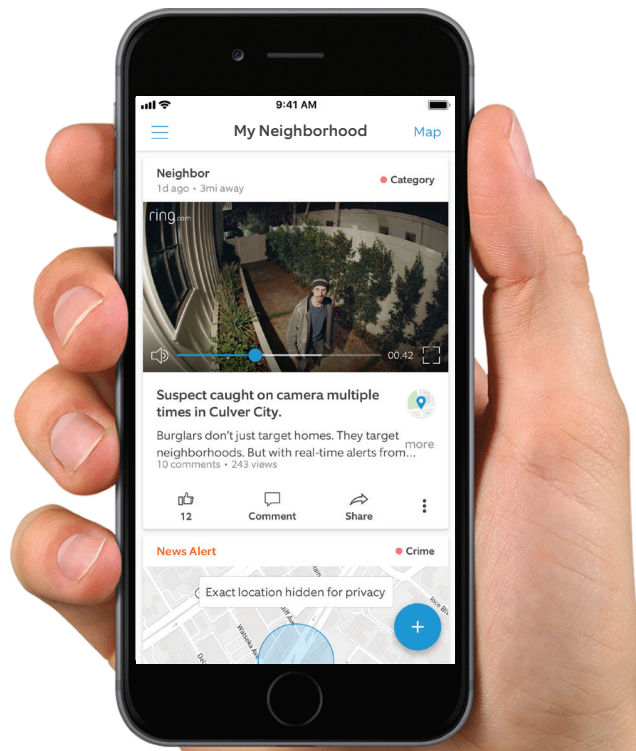


Addison Police Department has joined Neighbors by Ring!

Neighbors by Ring is the Neighborhood Watch App that sends real-time crime and safety notifications directly to your phone. The **Addison Police Department** has joined the Neighbors App to share alerts, comment on local issues and help make our communities safer for everyone.

Join the **Addison Police Department** on the Neighbors App

Text **addisonil** to **555888** to download the free Neighbors App to see what's going on in your community right now. Share the app with your neighbors, friends and family to make a difference in your neighborhood today.



Neighbors Portal Reference Sheet

Quick Start

**For an optimal experience, please access the Neighbors Portal using Firefox or Chrome.*

First time logging in:

1. Check your inbox for an email from **Ring Team**
2. Click **Join Portal**
3. Follow the prompts to create your account
4. Bookmark <https://nw.ring.com/> for quick, easy access to Neighbors Portal

Returning users:

1. Using either Firefox or Google Chrome, go to <https://nw.ring.com/>
2. Enter your login credentials

Key Takeaways

1. **Engage on Portal.** The more your community sees your involvement, the more effective Portal features become when interacting with them.
2. **Join an Alert Zone.** Let us deliver the most important crime related posts directly to your inbox. Joining an Alert Zone is easy:
 1. Sign in → click the blue profile icon in the upper right corner → My Profile
 2. Click **Select Alert Zone**
 3. Choose an **Alert Zone**
3. **Anyone Can Use Neighbors.** Neighbors is a free app that anyone can download and use. Portal grows in value with each resident that downloads the Neighbors app.

Questions?

For technical support and/or feedback, contact your Partner Success Associate **Anthony Modestine** at anthony@ring.com or **610.220.5432**.

Special Offers for Law Enforcement

1. Download the Neighbors App for free by texting [addisonil](https://download.ring.com/addisonil) to 555888 or visit <https://download.ring.com/addisonil>
2. Get **\$50off** of eligible Ring Video Doorbells, Security Cams, and our Ring Alarm when you shop at Ring.com. Use discount code: **NBADDISON** and be sure to check out using your department email address (example@addison-il.org).

*Discount does not apply towards accessories and/or already discounted devices, including but not limited to Ring Video Doorbell Classic.

Addison Police Department

3 Friendship Plaza

Addison, IL 60101



NEWS

FOR IMMEDIATE RELEASE

Date: May 15, 2019

Addison Police Joins 'Neighbors' by Ring to Provide Users with Real-Time, Local Crime and Safety Information

Neighbors aims to reduce crime in communities by connecting people, security cameras and law enforcement.

Addison, IL-- 05/15/2019-- The Addison Police today announced that it is joining the free Neighbors app by Ring to provide the Addison community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can text addisonil to 555888 from their smartphone to download the Neighbors app for free on iOS and Android and use the app to; join their neighborhood, share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

Director of Addison Police Tim Hayden said, "The Neighbors app makes it easy for residents to keep one another informed of local crime and safety situations occurring in their neighborhood. Now Addison Police can join the conversation directly and benefit all of us by helping to solve crimes and further the mission of the Addison Police in ensuring the safety and security of all who live, work and frequent Addison.

The Addison Police Department will also be able to write their own posts and help spread information about recent crimes in the area, or real time crime information. The Neighbors app by Ring is completely free to anyone and Addison residents do not need to have a camera in order to participate in this program.

The Addison Police Department is among other agencies in Illinois to partner with Ring for this crime fighting tool. Like other social media sharing platforms, the Neighbors app is not meant to replace 911. If Addison residents see a crime or suspicious activity occurring they are asked to immediately dial 911.

Jamie Siminoff, Chief Inventor and Founder of Ring, said: "We're excited to have the Addison Police join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the Addison community can stay on top of crime and safety alerts as they happen."

How It Works

- Text addisonil to 555888 or click here: <http://download.ring.com/addison> from your smartphone to download the app for free on iOS and Android.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring's home security devices.
- Work with your community to make neighborhoods safer.

About Addison Police

The Addison Police Department is a nationally accredited CALEA department, receiving the highest honor, "Accreditation with Excellence," from the Commission. It maintains this professional standard of excellence throughout its daily operations.

We place value on the relationships our officers develop with members of our community. We are committed to preventing crime, uniformly enforcing the laws to provide a safe community to work, live, raise your family or have a business.

About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: view neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. For more information visit www.ring.com/neighbors.

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities with its suite of home security products and services. The Ring [product line](#), along with the Ring [Neighbors](#) app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, two Newark, NJ neighborhoods saw an over [50 percent](#) decrease in home break-ins after Ring Video Doorbells and Spotlight Cams were installed on 11% of homes in the communities from April-July 2018 when compared to the same time period in 2017. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

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Addison Media Contact

Deputy Chief Brian Goss
(630) 693 – 7943
Bgoss@addison-il.org

Neighbors Media Contact

Morgan Culbertson
Public Relations Coordinator, Neighbors by Ring
M:(805) 822-9694
Morgan@ring.com

1. What is the partnership benefit?

- The Neighbors app lets you easily share and communicate with your neighbors about crime and safety so you have real-time, local crime data at your fingertips. The Neighbors app facilitates communication between neighbors, which is a crucial element of crime prevention.

2. How is Neighbors different from other platforms / apps?

- Neighbors is about crime and safety only
- Residents must verify location in order to post / comment.
- All users post anonymously (like a hotline)
- Law Enforcement can view what residents are sharing, engage the public in their investigations and provide residents with hyper local crime and safety information.
- Neighbors features allows it to function as a true digital neighborhood watch.

3. Is law enforcement able to access user data or cameras through Neighbors?

- No user data or even the existence of a camera at a specific location, is shared without prior consent of the device owner. Law enforcement can only see posts that users share publicly. They do not have access to users' devices, other or data.

4. Why is law enforcement participation on the app useful?

- Neighbors enables **agencies to**
 - Share important crime and safety updates with local communities in real time.
 - Request information about local crime and safety situations from Neighbors who opt in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.

5. Does the Neighbors app collaborate with other apps like Facebook and Nextdoor that get used by neighborhoods?

- Yes, Neighbors posts are shareable with other major social platforms. We encourage users to share crime posts to build awareness of local incidents and help identify criminals acting in the area.

6. Can only thing videos be shared on Neighbors?

- No. All videos, images, and text can be uploaded and posted to Neighbors. Videos from all cameras can be uploaded.

7. How does Ring Neighbors work with law enforcement? How much access does law enforcement have to my Ring device? If any?

- Neighbors users can choose whether to share their Ring videos with law enforcement in the app.
- Law enforcement can view the publicly available content in the Neighbors app and request content from Neighbors if a certain area and time range where an incident may have occurred. If law enforcement is interested in viewing a certain video, they will ask the user if they're willing to share footage with law enforcement. The police do not have a way to collect users' uploads if the



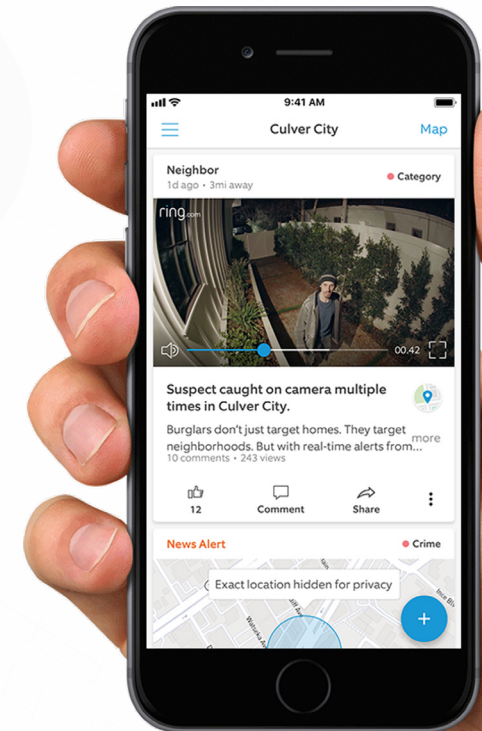
Addison Police Department has joined Neighbors by Ring!



Neighbors by Ring

Neighbors by Ring is the Neighborhood Watch App that sends real-time crime and safety notifications directly to your phone.

Join the **Addison Police Department** on the Neighbors App by texting **addisonil** to **555888** or visit **download.ring.com/addison** today.



See how other departments around the country are successfully using portal!

1 Winter Park Police Department, Florida

Thanks to video evidence shared through the Neighbors Portal, a community in Florida has one less criminal on the street.

Christian Esteban Sepulveda was arrested on August 15 for suspected arson. Winter Park Police submitted a video request to the 2000 block of Middleton Avenue and within an hour they received video of the suspect stealing from a nearby home.

The video helped local police tack on an additional charge for theft. Now, Sepulveda is being held without bail on five counts of burglary, two counts of arson and five additional charges. All thanks to diligent police work, active citizens and the Neighbors Portal.



2 Tampa Police Department, Florida

Thanks to information gathered from the Neighbors App by Ring and the Neighbors Portal, the Tampa Police Department has arrested a suspect involved in a local grand theft case.

After a package was stolen from his porch, Chris, a doctor from Tampa, shared a video of the incident on the Neighbors App by Ring. This helped police realize that the suspect was involved in multiple cases throughout the community.

This is a classic example of law enforcement working closely with the public to make the city safer," said Tampa Police Department Chief Brian Dugan. "The Neighbors App makes it easier for residents to look out for one another in their own communities and for law enforcement to quickly identify and apprehend criminals.



3 Green Bay Police Department, Wisconsin

Thanks to the community and their engagement in the Neighbors App, Neighbors have one less thief they need to worry about rummaging through their cars.

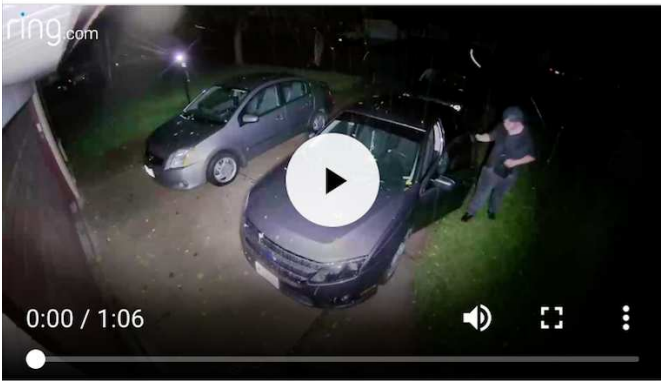
A neighbor posted this video to the Neighbors App on 9/21/2018. Another neighbor saw the video, recognized the suspect, and contacted the Green Bay Police Department with his name. The suspect was cited for two counts of theft.

This is the perfect scenario of a community taking a stand against crime. The Neighbors App allows users to see this video instantly to their phone after it was posted. Allowing one Neighbor to do their part and report this known suspect to the Green Bay Police Department resulting in an arrest.

Neighbor

Sep 21, 2018 07:19

crime



West Side Thief! Stole gas cards and \$\$

Went through cars stole gas cards and \$\$.. Forgot the beats on my review mirror....

5 comments 1228 views

4 Volusia County Sheriffs Office, Florida

Quick reaction from the Volusia County Sheriffs Office puts one man behind bars an hour after video was shared to the Neighbors App of a suspect trespassing on a neighbors property.

On September 26, Steven Ludwig received motion-activated notifications from his Ring Video Doorbell Pro and Floodlight Cam. What he saw when he opened those notifications was a man posing as an A/C technician trespassing on his property. He used the two-way talk feature on his Ring device to scare the man off. Steven Ludwig quickly shared the videos with the Neighbors app and local law enforcement. Volusia County Deputies were able to view the video in real-time thanks to the Neighbors Portal. Frank Johnson, the man captured in the footage, was located only an hour and a half later.

All thanks to the collective efforts of active citizens and local law enforcement, this Volusia County neighborhood is becoming a safer community after putting away a suspect who had a long history of criminal activity.

Neighbors Portal

NEIGHBORS FEED REQUEST VIDEOS MANAGE VIDEOS ADMIN TOOLS

Suspicious

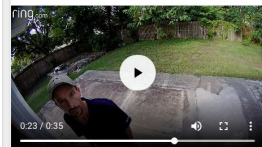
Start date & time End date & time

APPLY RESET

Neighbor

Sep 26, 2018 09:34

suspicious



Snooping around my house

Just saw this guy pull up in my driveway. Tried to get into the front door then went around to the back door. My house was robbed about 2 weeks ago before I installed the ring system. I turned on the PA and told him to cops are on the way and he bolted

13 comments 1933 views

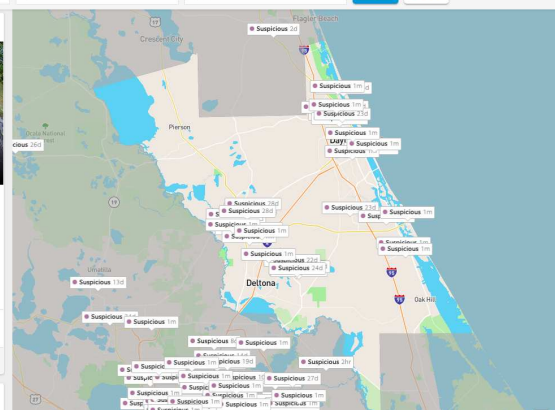
30 Comment Share

Load Comments

Neighbor

Sep 26, 2018 17:27

suspicious





Share Your Success Stories!
Do you have a success story that you want to share with the community? Email your Neighbors Portal Account Manager and share your videos.

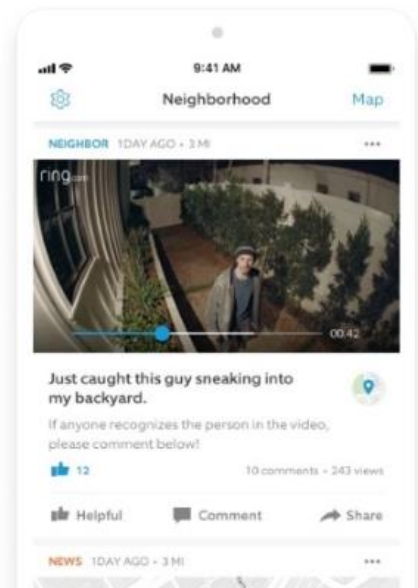
#3: Twitter

Sample Tweet #1:

APD is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @AddisonPolice Text addisonil to 555888 or click here: download.ring.com/addison to download the app for free & see what's happening in your neighborhood.

Sample Tweet Version #2:

By working together, we can make @AddisonVillage safer. That's why APD is excited to join 'Neighbors' by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @AddisonPolice Text addisonil to 555888 or click here: download.ring.com/addison to download the app for free on iOS/Android.



**The New
Neighborhood Watch**





Use of that tool, the Enforcement Agency, will use the Neighbors app as a courtesy, letting them know the Law Enforcement Agency (LEA) will have the ability to connect, post, request relevant information and otherwise engage with residents on the app in their jurisdiction.

- **When:** Text from Ring to existing Neighbors app users within LEA's jurisdiction.
- **When:** By 5PM (PST) on the day before an LEA is scheduled for onboarding.

PR / Mktg/Outreach: Additional public announcement plans and materials (i.e. press release, social media posts, etc) mentioning the Neighbors app and our partnership must be coordinated and confirmed with Ring PR (via Media@ring.com) prior to LEA sharing these items with the broader public or press.

Standard In-App Alert Verbiage (Below) & Sample Screenshot (see left)

[Agency Name] has joined Neighbors

Your Ring Neighborhood just got a whole lot stronger.

We're excited to announce that the [Agency Name] has joined Neighbors! This will allow [Agency Name] to post crime and safety incidents directly to your Neighbors feed to help you informed of critical events. It will also allow [Agency Name] to see Neighbors posts as they can monitor suspicious activity and respond.

The more you post critical events, the more [Agency Name] can help. By working together, we can all make [City/County] a safer community.

(See Sample User View Left)



Key Talking Points

- The **[AGENCY]** is excited to join the Neighbors app by Ring as a new way to provide real-time crime and safety information to our community.
- Ring launched the Neighbors app in May of 2018 as a free way for community members and local law enforcement to share real-time local crime and safety information whether or not they own a Ring device.
- The Neighbors app network has millions of users across the nation and has already been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.
- **[CITY]** residents can text **[TEXT CODE]** to 88888 from their smartphone to download the Neighbors app for free on iOS and Android.
- Once downloaded, residents can join their digital neighborhood and use the app to monitor neighborhood activity, share crime and safety-related videos, photos and text-based posts, and receive regional safety alerts from their neighbors, local law enforcement and the Ring team – all in real time.
- Through partnering with Neighbors by Ring, **[AGENCY]** will be able to:
 - Send alerts to neighbors about local crime and safety incidents in the area in real-time.
 - Request information about local crime and safety situations from neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- Like other social media sharing platforms, our participation on the Neighbors app is not meant to replace 911. If residents see a crime occur they are encouraged to immediately report the incident through official department channels.
- All tips shared via Neighbors are anonymous unless residents choose to identify themselves, as anonymous tips are an important tactic already used to solve crimes.
- This does not grant law enforcement access to cameras or user data. Law enforcement can only view content posted by users to the Neighbors app or that they have decided to share with us directly in response to a specific request.
- You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app. Local residents are encouraged to download the free Neighbors app in order to keep up with real-time crime and safety updates and contribute to the